MEDICAL TRIBUNE, 2/17/69, "Antismoking Leaders Hail FCC Move; Battle Looms"

be valuable.

Dr. Geo[illegible] E. Moore, director of research, N[illegible] York State Department of Health, said:

"It's a good idea, but I don't think it will be permitted to take place by Congress. Frankly, I would still wish reduction in use and danger of tobacco products to take place by educational means.

DR. MOORE

DR. SHANNON

"I think it would be best for members of the public at large to take the initiative in tackling this problem, because this is the way it should be done in a democracy.

"In the past few years, tar and nicotine levels have been reduced in many cigarettes, and by continued government and medical pressure further reduction can be obtained.

"Congress could set standards for tar and nicotine in cigarettes. It has been shown that reducing tar and nicotine content will not destroy the tobacco companies, since they have continued to sell just as many cigarettes after such reductions have been made."

Dr. James A. Shannon, special adviser to the president of the National Academy of Sciences–National Research Council, said there is "no doubt smoking and lung cancer are tied together." He continued:

"There is still a lack of information as to what extent, if any, various modifications in new filters and treatment of tobacco have, it at all, reduced the hazard. There is no positive evidence that present filters remove the hazard."

Dr. Shannon declined specific comment on the FCC decision, remarking that "this is not wholly a technical issue" and that "it goes far beyond the scientific and technical information available."

He also said that he had not had a chance to study the FCC proposal or the wnelming that cigarette smoking is implicated in the extraordinary increase of deaths from cancer of the lung and th large number of deaths from emphysema and heart attacks, especially in the relatively young.

"I feel that the FCC action is justified as a public health measure. There is no basis to fear that the agency's proposal will set a precedent for action against other products. The cigarette menace is one of unprecedented proportions."

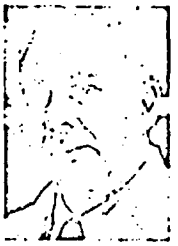
Other comment:

Secretary Robert H. Finch of the Department of Health, Education, and Welfare:

"Since the Surgeon General's report on cigarette smoking was issued in January, 1964, there has been an increasing volume of medical evidence supporting the hazards of cigarette smoking. This department has assumed a proper and clear responsibility to reduce these dangers through a number of research-education efforts now in progress.

"The action of the FCC in proposing that cigarette advertisements be banned indicates that a number of Federal regula-

DR. MAIER



DR. FARBER

tory agencies also have the power to deal with this problem in their own ways.

"Since the Congress is now considering changes in the Cigarette Labeling and Advertising Act of 1965, the FCC decision will be but another important factor that must be weighed in determining what further efforts are needed to effectively protect the American public from the hazards of cigarette smoking."

Dr. Sidney Farber, president of the American Cancer Society:

"The American Cancer Society welcomes the proposal of the FCC to end cigarette advertising on television and radio.

1005022240

Source: https://www.industrydocuments.ucsf.edu/docs/hnmk0000